

**Amendments to the Claims:**

Claims 1-3 (cancelled)

- 5 4. (previously presented) A method of providing an itinerary to a party, said itinerary comprising a second set of attractions selected from a first set of attractions, said method comprising the steps of:
- 10 a) providing data regarding said first set of attractions;
- b) gathering information about said party, at least a portion of said information distinguishing among said first set of attractions with respect to said data;
- 15 c) providing a computer having access to said data and said information, said computer having software operable to select said second set of attractions from said first set of attractions;
- d) selecting said second set of attractions with said 20 software such that said second set of attractions comprises at least one of said first set of attractions for which said data substantially matches with said information;
- e) providing a presentation means able to receive said 25 itinerary from said computer; and,
- f) presenting said itinerary to said party using said presentation means;
- whereby said itinerary is customized for said party.
- 30 5. (previously presented) The method of Claim 4 wherein said information comprises a preference

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of said party; wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said preference, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

6. (cancelled)

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7. (previously presented) The method of Claim 4 wherein said information comprises an attribute of said party, wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said attribute, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

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8. (cancelled)

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9. (currently amended) The method of Claim 4 wherein said information comprises an aversion attribute of said party, wherein said data distinguishes a portion of said first set of attractions as being less desirable with respect to said aversion attribute, and wherein in step d) said portion of said first set of attractions is excluded from selection for said second set of attractions.

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10. (cancelled)

11. (currently amended) A method of providing an itinerary to a party, said itinerary comprising a second set of attractions selected from a first set of attractions, said method comprising the steps of:

- a) providing data regarding said first set of attractions;
  - b) gathering information about said party, at least a portion of said information distinguishing among said first set of attractions with respect to said data;
  - c) providing a computer having access to said data and said information, said computer having software operable to select said second set of attractions from said first set of attractions;
  - d) selecting said second set of attractions with said software such that said second set of attractions comprises at least one of said first set of attractions for which said data substantially matches with said information;
  - e) providing a presentation means able to receive said itinerary from said computer; and,
  - f) presenting said itinerary to said party using said presentation means;
- wherein said information comprises an aversion attribute of said party and a corresponding nullifying preference of said party, wherein said data distinguishes a portion of said first set of attractions as being less desirable with respect to said aversion attribute unless said

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corresponding nullifying preference is present, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions;

whereby said itinerary is customized for said party.

12. (cancelled)

10 13. (previously presented) The method of Claim 4 wherein said information comprises a privilege of said party, wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said privilege, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

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20 14-24. (cancelled)

25 25. (previously presented) The method of Claim 4 wherein said data further comprises a scheduled time corresponding to a first attraction of said second set of attractions, wherein in step d) said software adds said scheduled time in association with said first attraction to said itinerary, and wherein step f) further includes presenting said scheduled time in association with said first attraction.

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26-27. (cancelled)

28. (previously presented) The method of Claim 4 in  
which said party and a second party are a group,  
5 said second party having a second itinerary  
comprising a first attraction of said first  
set of attractions, said first attraction  
further in association with a second  
scheduled time,  
10 said information further representing a desire to  
regroup said group,  
wherein in step d) said software selects said  
first attraction and a scheduled time, said  
scheduled time being substantially equal to  
15 said second scheduled time, in response to  
said desire in said information,  
whereby said desire to regroup is accommodated.

29. (previously presented) The method of Claim 4  
wherein in step d) said software further adds to  
20 said itinerary ~~an earlier~~ a first scheduled time  
corresponding to a first attraction of said  
second set of attractions, and adds a ~~later~~  
second scheduled time corresponding to a second  
attraction of said second set of attractions,  
25 said ~~earlier~~ first scheduled time and said ~~later~~  
second scheduled time being selected so that said  
~~later~~ second scheduled time is at least equal to  
said ~~earlier~~ first scheduled time plus a time  
30 required between attractions,  
whereby said second attraction is scheduled to

follow said first attraction.

30-44. (cancelled)

5 45. (previously presented) The method of Claim 4,  
wherein said information comprises a third set of  
attractions previously selected for said party,  
said third set consisting of an already visited  
portion and a remaining portion,  
10 wherein said party forgoes said remaining portion  
due to an interruption,  
wherein in step d) said software selects said  
second set of attractions as a replacement  
for said remaining portion, and wherein said  
15 second set of attractions substantially  
excludes said already visited portion,  
whereby said interruption is overcome.

46. (cancelled)

20 47. (previously presented) The method of Claim 4,  
wherein said first set of attractions comprises a  
plurality of attractions selected from the group  
consisting of ride, show, movie, theater,  
25 restaurant, exhibit, display, presentation,  
store, tour, parade, museum, room, area,  
fountain, restroom, hiking trail, picnic site,  
autograph session, historic recreation, beach,  
viewpoint, photo opportunity, lookout, fireworks  
30 display, attraction within a district, attraction  
within a city, attraction within a region,

attraction within a state, and attraction within a country.

48. (previously presented) The method of Claim 4  
5 further comprising the steps of:  
[[j]] g) providing an access control system to a first attraction of said second set of attractions; and,  
[[k]] h) admitting said party to said first attraction with said access control system, said access control system operating in response to at least a portion of said itinerary corresponding to said first attraction.

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15 49-53. (cancelled)

54. (previously presented) The method of Claim 4 wherein said computer comprises at least a first member selected from the group consisting of a portable computer, a handheld computer, a kiosk computer, a general purpose computer, and a desktop computer.

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25 55-57. (cancelled)

58. (previously presented) The method of Claim 4 wherein said presentation means comprises a printer and in step f) at least a portion of said itinerary is presented in a printed form.

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59. (cancelled)

60. (previously presented) The method of Claim 4  
wherein said presentation means comprises a  
5 display selected from the group consisting of a  
screen, a touchscreen, and a scrolling display.

10 61. (previously presented) The method of Claim 4  
wherein in step f) at least a portion of said  
itinerary is announced audibly by said  
presentation means.

62-63. (cancelled)

15 64. (previously presented) The method of Claim 4  
further comprising the step of:  
[[n]] q) providing a reservation computer in  
communication with said computer, said  
reservation computer providing an indication  
20 whether said a first attraction is  
available;  
wherein in step d) said software excludes said  
first attraction from said second set of  
attractions when said reservation computer  
25 indicates said first attraction is  
unavailable.

65-66. (cancelled)

30 67. (previously presented) The method of Claim 4  
wherein said data indicates a first attraction of

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said first set of attractions, said first attraction having excessive demand, and wherein said software is less likely to select said first attraction in step d), whereby demand for said first attraction is moderated.

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68-71. (cancelled)

72. (previously presented) The method of Claim 4 further comprising the steps of:  
[[p]] g) providing a storage accessible to said computer; and,  
[[q]] h) recording at least a portion of said itinerary corresponding to a first attraction of said first set of attractions in said storage[[;]], thereby accumulating in said storage a directed demand corresponding to at least said first attraction.  
20 ~~whereby a directed demand to at least said first attraction is centrally stored.~~

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73-74. (cancelled)

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75. (previously presented) The method of Claim 4 further comprising the steps of:  
[[u]] g) providing a reservation computer in communication with said software; and,  
[[v]] h) making a reservation with said reservation computer for said party for a first attraction of said second set of

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attractions;  
whereby said reservation for said party is  
accessible to users of said reservation  
computer.

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76. (previously presented) The method of Claim 4  
wherein in step d) said software applies a  
perturbation to a desirability of a first  
attraction of said first set of attractions, said  
perturbation producing a different result for  
said second set, thereby redistributing a  
directed demand corresponding to said first  
attraction

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~~whereby directed demand to said first attraction~~  
~~is redistributed to mitigate at least one~~  
~~selected from the group consisting of~~  
~~underutilization of said first attraction,~~  
~~excessive demand for said first attraction,~~  
~~and modes in which other parties gather.~~

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77. (previously presented) The method of Claim 4,  
wherein said data further comprises a ~~third first~~  
set of messages, each of said ~~third first~~ set of  
messages selected from the group consisting of a  
marketing message, a discount offer, and a  
recommendation, each of said ~~third first~~ set of  
messages having corresponding conditions, each of  
said ~~third first~~ set of messages being associated  
with a corresponding first attraction of said  
first set of attractions,  
said software being further able to determine

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whether said conditions are met,  
said itinerary further comprising a ~~fourth~~ second  
set of messages,  
said method further comprising the step of:  
5 [[w]] g) selecting said ~~fourth~~ second set of  
messages with said software such that said  
~~fourth~~ second set of messages consists of at  
least one of said ~~third~~ first set of  
messages for which the corresponding  
conditions are met;  
10 wherein in step f) each of said ~~fourth~~ second set  
of messages is provided to said party in  
conjunction with said itinerary;  
whereby each of said ~~fourth~~ second set of  
15 messages message is available at an  
appropriate time.

78. (cancelled)

20 79. (previously presented) The method of Claim 4,  
wherein said software comprises a decision making  
routine responsive to at least a portion of said  
data corresponding to a first attraction of said  
first set of attractions and at least a portion  
of said information, said decision making routine  
25 performing at least a portion of step d) with  
respect to said first attraction.

80-82. (cancelled)

30 83. (previously presented) The method of Claim 4,

wherein a portion of said data corresponding to a  
first attraction of said first set of attractions  
is representative of at least one member of the  
group consisting of expected queue length, actual  
queue length, expected attendance, location of an  
entrance, location of an exit, showtime, mode of  
operation, routes to other attractions of said  
first set of attractions, routes from said other  
attractions, travel time to said other  
attractions, capacity, theoretical hourly ride  
capacity, holding capacity, duration, continuous  
running, availability, a scheduling factor, an  
acceptance factor, an admission requirement, an  
admission class, an admission grade, operating  
hours, inoperation, and wheelchair accessibility.

84-86. (cancelled)

87. (previously presented) A system for providing an  
itinerary to a party, said itinerary comprising a second  
set of attractions selected from a first set of  
attractions, said system comprising:

data regarding said first set of attractions;  
information about said party, at least a portion of  
said information distinguishing among said first  
set of attractions with respect to said data;  
a computer having access to said data and said  
information, said computer having software  
operable to select said second set of attractions  
from said first set of attractions, said second  
set of attractions consisting of at least some of

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      said first set of attractions for which said data  
      substantially matches with said information;  
      a presentation means in communication with said  
      computer, said presentation means able to receive  
      said itinerary from said computer and present  
      said itinerary to said party,  
      whereby said itinerary is customized for said party.

88-169. (cancelled)

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